

**Architectural Coatings**
**PURE PERFORMANCE™ Interior Semi-Gloss Latex**
**Generic Type**

Acrylic Latex

**General Description**

Our premium low odor, zero VOC\* (volatile organic compounds) semi-gloss latex designed to meet the performance requirements of the institutional, commercial and residential markets. PURE PERFORMANCE Semi-Gloss Interior Latex is formulated to provide excellent scrubability and hiding in addition to having minimal odor, zero VOC\*'s, and anti-microbial properties - a mold/mildew resisting component has been incorporated in this paint to make the dry paint film mildew resistant. Ideal for use in occupied areas such as: hotel/motel resort properties, nursing homes, homes, schools, government facilities, retail space, office buildings, hospitals, and apartments.

**Recommended Uses**

Aluminum	Concrete
Drywall	Ferrous Metal
Galvanized Steel	Masonry
Plaster	Stucco
Wood	

**Features / Benefits**

Excellent Adhesion  
 Minimal Odor/Very Low Odor  
 Scrubbable  
 Excellent Hiding Power  
 Anti-microbial properties - a mold/mildew resisting component has been incorporated to make the dry paint film mildew resistant.  
 Low Spatter  
 Zero VOC\*  
 Soap and Water Cleanup  
 This product meets Green Seal's Environmental Standard, Class A, for volatile organic compounds (VOC's) and other ingredients, and also meets or exceeds LEED's criteria as defined by GS-11.

**Limitations of Use**

Apply when air, surface or product temperatures are above 50°F (10°C). Protect from freezing. Not recommended for use on floors, seats, shelves, or countertops.

\*Zero VOC is exclusive of colorant added for tinting. Drying times listed may vary depending on temperature, humidity and air movement. Spray equipment must be handled with due care and in accordance with manufacturer's recommendation. High-pressure injection of coatings into the skin by airless equipment may cause serious injury.

**Tinting and Base Information**

Use PITTSBURGH® Paints Custom Colorants to achieve hundreds of colors. Refer to THE VOICE OF COLOR® electronic CD or formula book for tinting instructions.

9-510	Pastel Base
9-515	Midtone Base
9-517	Neutral Base
9-545	Pure White

**Product Data**

<b>Gloss:</b>	Semi-Gloss: 25 to 35 (60° Gloss Meter)
<b>VOC*:</b>	0.00 lbs/gal (0.00 g/L)
<b>DFT:</b>	1.30 minimum to 1.50 maximum mils
<b>Coverage:</b>	400 to 450 sq. ft./gal. (37 to 41 sq. m/3.78L)

Note: Does not include loss due to varying application method, surface porosity, or mixing.

<b>Volume Solids*:</b>	37.2% +/- 2.0%
<b>Weight Solids*:</b>	51.1% +/- 2.0%
<b>Viscosity:</b>	97 to 103 KU
<b>Weight/Gallon*:</b>	10.9 lbs. (4.9 kg) +/- 0.2 lbs. (91 g)
<b>Cleanup:</b>	Soap and Water

\*Product data calculated on product 9-545.

**Drying Time:**

To Touch:	1 hour
To Handle:	1 hour
To Recoat:	4 hours

Dry Time @77°F (25°C); @50% relative humidity

<b>Flash Point:</b>	Over 200°F, (93°C)
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## Architectural Coatings

## PURE PERFORMANCE™ Interior Semi-Gloss Latex

## General Surface Preparation

Surface to be painted must be clean, dry, smooth, and free from surface contaminants. All cracks and other surface imperfections must be repaired and spot-primed. Dull glossy surfaces by sanding. **WARNING:** Removal of old paint by sanding, scraping or other means may generate dust or fumes which contain lead. EXPOSURE TO LEAD DUST OR FUMES MAY CAUSE ADVERSE HEALTH EFFECTS, ESPECIALLY IN CHILDREN OR PREGNANT WOMEN. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as properly fitted and approved (e.g., NIOSH-approved) respirator and proper containment and cleanup. For additional information, contact the USEPA/Lead Information Hotline at 1-800-424-LEAD or the regional Health Canada office.

**NEW WOOD:** New wood should be sanded smooth and wiped clean. Seal knots or resinous areas. Countersink all nails. Putty flush with surface, then prime.

**NEW PLASTER:** Fresh plaster, or other alkaline surfaces should be allowed to cure for at least 30 days prior to priming with an alkali resistant primer.

**CONCRETE BLOCK, CINDER BLOCK, VERTICAL MASONRY:** New concrete should cure for at least 30 days and preferably 90 days prior to priming. Fill block with an appropriate block filler.

**METAL:** Rust and other surface contaminants must be removed. Then the surface must be cleaned thoroughly to remove any dust.

**GALVANIZED STEEL:** Caution must be used when selecting coatings for use on all galvanized metal surfaces. These substrates may have a factory-applied stabilizer, which is used to prevent white rusting during storage and shipping. Such stabilizers must be removed by either brush blasting, sanding or chemical treatment. Solvent Clean per SSPC-SP1 to remove all grease and oils. If any oxidation (white rust) has formed, lightly sand and remove all forms of contamination. If the galvanized has been passivated or stabilized, the surface must be abraded, i.e. Brush-off Blast clean per SSPC-SP7 or chemically treat the surface.

**WATER-SOLUBLE STAINS:** Apply SEAL-GRIP® Primer 17-21 or 17-31, over stained area prior to coating, to avoid bleeding of the stain into the topcoat.

## Recommended Primers

Aluminum	90-712
Concrete Masonry Units, Masonry (Block Fillers)	6-7, 6-12
Concrete, Masonry (Primers, Sealers)	6-603, 6-808
Drywall	9-2 (zero VOC)
Ferrous Metal	90-712
Galvanized Steel	90-712
Plaster	6-603, 9-2 (zero VOC)
Wood	6-855, 17-21

## Directions for Use

Stir thoroughly before using and occasionally when in use. When using more than one can of the same color, mix together (box) before applying. Read all label and Material Safety Data Sheet (MSDS) information prior to use. MSDS are available through our website or by calling 1-800-441-9695.

## Permissible temperatures during application:

Material:	50 to 90°F	10 to 32°C
Ambient:	50 to 100°F	10 to 38°C
Substrate:	50 to 100°F	10 to 38°C

PPGAF believes the technical data presented is currently accurate; however, no guarantee of accuracy, comprehensiveness, or performance is given or implied. Improvements in coatings technology may cause future technical data to vary from what is in this bulletin. For complete, up-to-date technical information, visit our web site or call 1-800-441-9695.

## Application Information

## Recommended Spread Rates:

Wet Mils :	3.6 minimum to	4.0 maximum
Wet Microns:	91.4 minimum to	101.6 maximum
Dry Mils :	1.3 minimum to	1.5 maximum
Dry Microns:	33.0 minimum to	38.1 maximum

**Application Equipment:** Apply with a high quality brush, roller, paint pad, or by spray equipment. Where necessary, apply a second coat.

**Airless Spray:** Pressure 2000 psi, tip 0.015" - 0.021"

**Brush:** Polyester/Nylon Brush

**Roller:** 3/16" - 3/8" nap roller cover

## Thinning:

No thinning is required.

**Packaging:** 1-Gallon (3.78L)  
5-Gallon (18.9L)  
Quart (946 mL)

Not all products are available in all sizes.



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Additional copies of this bulletin can be obtained from our web site or by calling 1-800-428-7806.

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